



ASIA-PACIFIC TAMBULI AWARDS

Creativity + Human Good + Results

BRANDS THAT DO GOOD AND DO WELL

TAMBULI AWARDS ENTRY KIT 2018

| | |
|---------------------------------------|-----------|
| Entry Requirements | 2 |
| Eligibility | |
| Submission | |
| Categories | 5 |
| Media & Digital Cluster Categories | |
| Creative Cluster Categories | |
| Humanity & Culture Cluster Categories | |
| Judging & Criteria | 10 |
| Criteria | |
| Judging Process | |
| Entry Fees | 12 |
| International Entries | |
| Philippine Entries | |
| Sample Case Study Form | 14 |
| Client Endorsement Form | 15 |
| Contact Information | 16 |



ASIA-PACIFIC TAMBULI AWARDS

Creativity + Human Good + Results

BRANDS THAT DO GOOD AND DO WELL

ENTRY REQUIREMENTS

Eligibility

1. Materials released between January 1, 2017 and December 31, 2017 are qualified to enter. Materials may have been introduced earlier but must have run during this period and have data relative to the qualifying time.
2. Entries from Asia Pacific, including Australia, New Zealand, and Middle East are accepted.
3. Materials that ran an extended period of time with several dates of implementation must be accompanied with adequate proof of having progressed from year to year.
4. Only one entrant company may submit an entry—collaborative efforts may be submitted by either the agency or the production company but not by both.



ASIA-PACIFIC TAMBULI AWARDS

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ENTRY REQUIREMENTS

Submission

1. All entries must be completed online at www.tambuliawards.asia.
2. The online entry form containing all the instructions may also be filled out from the website.
3. A case film, summarizing the case study, is required.
SPECIFICATIONS:
Length: maximum of 2 minutes
Format: MP4
4. Each entry may be submitted for consideration in multiple categories.
5. Required formats for submitted materials are as follows:
MP4: TVC/Video materials
MP3: Radio/Audio materials
JPEG: Print and other support materials
6. Each upload must not exceed 15MB.
7. Data presented in the Business Results section of the case study must refer to a specific source. This could be client information or agency/third party research. The Asia-Pacific Tambuli Awards Jury has the right to verify the accuracy of your data with the referred source. Not referring to a source will result in disqualification.
8. Entrant companies with winning or shortlisted entries may be requested to provide full media schedules to verify their entries' authenticity.
9. Case studies must be written in English. English translations must also be provided for words or phrases in other languages. Please follow the set word limit indicated in the entry form.
10. Non-English videos should be accompanied with English subtitles.
11. Entries must be submitted with the consent of the client company or rights-holder. All entries must be work rendered for legitimate clients that have paid for media placements.
12. All entries submitted to the Asia-Pacific Tambuli Awards may be used either in whole or in part, in any way the organizers deem appropriate, including duplication and publication, while honoring at all times the confidentiality of the specified information.
13. All entries are non-returnable and become the property of the UA&P School of Communication.



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BRANDS THAT DO GOOD AND DO WELL

ENTRY REQUIREMENTS

14. Authors of entries submitted that are subsequently published must acknowledge the Asia-Pacific Tambuli Awards.

15. Payments made for wrong, disqualified or withdrawn entries are **non-refundable**.

16. Submitted entries will not be considered eligible until full payment has been made and all required media has been uploaded to the Asia-Pacific Tambuli Awards website. For foreign countries, payment is subject to 7% processing fee to cover bank and other related charges.

17. Materials from entries submitted to the Asia-Pacific Tambuli Awards will be used for awards purposes. Entrants may also be required to provide supplementary materials for shortlisted or winning works to be used in the show, promotional materials, and related events held after the awards night.

18. All entries must strictly comply with the rules, and any violations will result in automatic disqualification.



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CATEGORIES

Media & Digital Cluster Categories

1. Audio

Campaigns that demonstrate the creative use of sound to relay a story. Entries must communicate the brand message through audio excellence, sonic innovation or superior aural storytelling. This category includes entries in the form of radio ads, podcasts, music, etc.

2. Video Screen

Entries in this category must demonstrate innovation in crafting brand storytelling intended for consumption via a screen – TV ads, cinema, online, out-of-home, etc.

3. Integrated Digital

Campaigns grounded in strategy, demonstrating excellence in utilizing an integrated mix of content created and distributed on various digital platforms. Entries can include, but are not limited to, social media campaigns, digital platform innovations, search and display ads, digital CRM, and the use of online influencers or blogs.

4. Integrated Media

Campaigns that demonstrate strategic and tactical thinking in the use of multiple media touchpoints to deliver a compelling, single-minded message.

5. Mobile

Executions that exemplify the use of portable, hand-held, and/or wearable devices as integral elements of the campaign.

6. Outdoor

Works and ideas that capture the attention of the target market out-of-home, leveraging public spaces to bring the brand experience to life.

7. Print

Works that embody creativity in printed and/or poster work, either in circulation or via outdoor installations.

8. Social Media

Strategic and creative efforts that focus on developing highly relevant content that resonates with the target market, utilizing social media platforms to achieve results for the brand, product or service.



ASIA-PACIFIC TAMBULI AWARDS

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CATEGORIES

Media & Digital Cluster Categories

9. Brand Experience & Engagement

Total consumer journey and experience with the brand, including brand activation activities that generate interaction and participation of the intended target market. Entries must demonstrate creativity in bringing brands to life and may include, but are not limited to, events and field marketing, in-store marketing, shopper marketing, merchandising, and product launches.

10. Best Use of Influencer

Focus on the best use of influencer through a media campaign (multiple or single) to deliver a non-disruptive and single-minded message to the audience through the strategic use of earned and owned media.

11. Best Use of Programmatic

Strategic and creative efforts that demonstrate standout use of programmatic media buying, delivering not only effective but efficient results. Entries include the use of software or any programmatic channel to purchase advertising as opposed to traditional process of ad placements.



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CATEGORIES

Creative Cluster Categories

1. Best Brand Idea for Good

Brand campaigns that best demonstrate a direct link between creative ideas for good, and effectiveness, generating a positive impact in the lives of people and society:

2. Craft

Excellent technical craftsmanship (direction, casting, production design, editing, cinematography, etc.) that brings a creative idea for good to life, through its powerful execution:

- a. Film Craft
- b. Digital Craft

3. Brand Storytelling

Masterful crafting, delivery, and execution of compelling and authentic brand stories about human realities, that inspire and move people to action.

4. Innovation

Demonstration of technological creativity that embodies the relationship between a big idea and radical technology. Entries must showcase tailor-made solutions that address a consumer need or deliver a product, service or brand message in a new way.

5. Public Relations

Campaigns that use reputation and information management to engage and build audiences for a brand while closing the gap between businesses and their publics.

6. Regional Brand Development

Entries that excel in building brand presence beyond national borders, and are effectively implemented in at least three (3) countries.

7. Sustainable Campaign

Campaigns that have effectively run for the past three years (2015-2017) that demonstrate commitment to creative human good, with impressive results.

8. Tambuli Origins

Brand campaigns celebrating local traditions, culture and values of people in a country or region.

9. Branded Content & Entertainment

Original content created for or integrating a brand through strategic collaborations with publishers or media partners, programs, series, or films, as well as user-generated content



ASIA-PACIFIC TAMBULI AWARDS

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BRANDS THAT DO GOOD AND DO WELL

CATEGORIES

Humanity & Culture Cluster Categories

1. Advocacy

Campaigns that promote a cause or principle that positively impacts social, political and economic structures, and societies at large, while managing to seamlessly connect with the brand's core message.

2. Youth Brand

Brands that buck the trend in youth marketing, build character, and foster a positive transition into adulthood.

3. Family Centered Brand

Campaigns that communicate the importance of nurturing the smallest yet most fundamental social unit - the family.

4. Health & Wellness

Works that promote the overall health and wellness of individuals and communities, focusing on, but not limited to, good nutrition, disease prevention, general hygiene, mental health, exercise, etc. while adhering to the brand message and personality.

5. Care for the Environment

Brand campaigns that effectively heighten the awareness of the audience towards their responsibility as stewards of the earth and their grave duty to cultivate, protect, and preserve the world around them.

6. Arts, Culture & Heritage

Campaigns or marketing programs using any media channel that raises the audience's appreciation and consciousness for the sublime--e.g. painting, sculpture, architecture, music, literature, history, etc.--in order to uplift lives of people and society at large.

7. Education & Lifelong Learning

Activities that highlight causes explicitly related to the education sector, either by engaging the public in providing a solution to a problem, or else by creating an idea that solves the problem in an innovative and insightful way.



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CATEGORIES

Humanity and Culture Cluster Categories

8. Poverty Alleviation

Executions by either the private or public sector that explicitly seek to provide solutions for the challenges faced by the impoverished. Campaigns must have resulted in actionable solution(s) to address a specific issue or set of issues related to poverty.

9. Responsible Citizenship

Campaigns or standalone executions that leverage an understanding of human insight and compelling call-to-action to effect positive social change. Entries must generally involve, though are not limited to, causes related to day-to-day contributions to nation-building (e.g. traffic safety, public cleanliness, commuter etiquette, etc.).

10. Entrepreneurship

Efforts that provide support for and solutions to issues commonly faced by entrepreneurs/SMEs or programs that encourage the spirit of entrepreneurship among people to boost economic growth.



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JUDGING AND CRITERIA

Winners will be chosen using the following criteria:

50%

Human Good
Creative idea and
execution of human good.

50%

Results
Financial/Business Results.
Met or surpassed business objectives

Judging Process

1. All entries submitted to the Asia-Pacific Tambuli Awards undergo a pre-screening process. The pre-screening process is conducted by the organizers of the award to ensure that all entries comply with the rules and regulations of the competition.

2. The following criteria are basis for disqualifying entries at the pre-screening phase:

a. Entries whose idea or overall message are contrary to those that the Asia-Pacific Tambuli Awards upholds.

b. Entries whose message or advocacy is deemed offensive to national, cultural, or religious values and sentiments, or are contrary to public morals.

c. Entries whose values are not clearly evident or depicted in the creative materials submitted.

d. Entries submitted by institutions, organizations, interest groups, or advocacies that are known publicly to espouse and foster ideas or systems of belief that are contrary to those upheld by the Asia-Pacific Tambuli Awards.

e. Entries that are badly written, lacking in rigor, depth, and accuracy.



ASIA-PACIFIC TAMBULI AWARDS

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JUDGING & CRITERIA

Judging Process

3. All pre-screened entries in the Media & Digital, and Humanity and Culture Cluster Categories are evaluated by the Plenary Jury, composed of an international group of distinguished client and agency heads. Evaluation is conducted online to determine the bronze, silver, and gold winners.

4. All pre-screened entries for the Creative Cluster Categories will be evaluated by the Creative Executive Jury live, to determine the bronze, silver, and gold winners.

5. All gold winners in the various categories shall then be evaluated by the Overall Executive Jury, to determine which among the gold winners deserve to be elevated to Grand Prix. From among the Grand Prix winners, the Overall Executive Jury chooses only one winner for the Platinum, the highest honor given in this competition.

6. An independent third party will audit the awards process.

7. The decision of the jury on all entries is final.



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ENTRY FEES

International Entries

SINGLE

360 USD

1 material only

CAMPAIGN

420 USD

More than 1 material using the same medium

INTEGRATED

570 USD

Multiple media

Late entries will be charged an additional USD 80 per entry.

Payment is subject to 7% processing fee to cover bank and other related charges.

Fee is exclusive of bank and other charges.

Payments may be settled online through our online payment gateway.

Payments for foreign entries may be made through wire transfer:

| | |
|--------------------|--|
| Account Name | University of Asia & the Pacific Foundation, Inc. |
| Dollar Account No. | 0204 0183 59 |
| Bank & Branch | Bank of the Philippine Islands, Pasig-Ortigas Branch |
| Bank Address | G/F Benpress Building Meralco Ave cor Exchange Road, Ortigas Center Pasig City 1600 Philippines |
| Bank Swift Code | BOIPHMM |

Please email a copy of your wire transfer slip to madelaine.acuesta@uap.asia to credit your payment.



ASIA-PACIFIC TAMBULI AWARDS

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BRANDS THAT DO GOOD AND DO WELL

ENTRY FEES

Philippine Entries

SINGLE

13,500 PHP

1 material only

CAMPAIGN

17,500 PHP

More than 1 material using the same medium

INTEGRATED

22,500 PHP

Multiple media

Late entries will be charged an additional PHP 3,500 per entry.

We are a non-vat institution. Fee is exclusive of bank and other charges.

Payments may be settled online through our online payment gateway.

Payments for foreign entries may be made through wire transfer:

| | |
|------------------|--|
| Account Name | University of Asia & the Pacific Foundation, Inc. |
| Peso Account No. | 0201 0414 73 |
| Bank & Branch | Bank of the Philippine Islands, Pasig-Ortigas Branch |
| Bank Address | G/F Benpress Building Meralco Ave cor Exchange Road, Ortigas Center Pasig City 1600 Philippines |

Please email a copy of your wire transfer slip to madelaine.acuesta@uap.asia to credit your payment.



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SAMPLE CASE STUDY FORM

(All entry forms must be submitted online at www.tambuliawards.asia)

Section 1: Overview

Explain the business context, marketing climate, competitive environment, target market, objectives and other relevant information that strengthens your case. Why is this a winning case?

300 Words

Section 2: Strategic Innovation

Explain the key human insight, or human truth, and the thinking behind the campaign. What makes this a really interesting and innovative strategy? How did the strategy achieve the objectives of the campaign?

300 Words

Section 3: Presence of Human Good

What does your brand stand for? How is your brand changing the world for the better and uplifting people's lives? Identify the human good or brand purpose being promoted in the campaign and its relevance to the overall strategy.

300 Words

Section 4: Creative Idea & Execution

Describe the big idea and creative output (especially the creative execution of the human good). Describe the creative media channels used and rationale for weights behind each channel.

300 Words

Section 5: Business Results

How did your brand purpose translate to purchase? Identify and explain the quantifiable metrics to measure business results such as sales growth, brand awareness, profit growth and market share growth. Show that the results are attributable to the idea and not to other factors. Supply benchmark information of success metrics versus previous year. Attach graphs, tables, charts, etc. to prove and strengthen your case.

300 Words



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CLIENT ENDORSEMENT FORM

(This client endorsement form must be submitted online at www.tambuliawards.asia)

I hereby certify that the campaign information and claims in this case study are correct and that the campaign was released between 01 January 2017 and 31 December 2017.

Client Company Name: _____

Client Name: _____

Client Signature: _____

Phone Number: _____

Email Address: _____

Date Signed: _____



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CONTACT INFORMATION

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